



## CAMPUS GATEWAY PHASE II URBAN FRAMEWORK PLAN

### CAMPUS PARTNERS

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FIGURE 2.X: VIEW OF EXISTING SOUTH CAMPUS GATEWAY PEDESTRIAN ALLEY

Source: [www.yelp.com](http://www.yelp.com)





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## 01 INTRODUCTION

### EXECUTIVE SUMMARY

The Campus Gateway Phase II Urban Framework Plan outlines a blueprint to guide the development area. The Plan weaves together the existing and proposed conditions for the study such as land use, transportation, public spaces, building massing and form, and signage and wayfinding.

This Plan was developed by focusing on existing scale of the district and surrounding neighborhoods as well as the significance of High Street as a main arterial and organizing element of the public realm. With this in mind the plan grew from the scale of the street, the block, and the building, resulting in a set development principles and a framework plan to guide the physical transformation of the study area, and embody the spirit of Campus Gateway area and the greater University District. The invisible ultimately becomes visible as the developed over time, the area is transformed as the new land uses, buildings, and public spaces are layered, resulting in the campus and university lifestyles mingling with city activities. Specifically the plan outlines the following:

- Expansion of the District based on the proposed Framework Plan encompasses approximately 7.2 acres and could facilitate up to 525 units, and 35,200 square feet of mixed-use space (retail, office, restaurant), and approximately 800 new parking spaces
- Block by block integration of the development area with High Street and the surrounding neighborhood, as well as existing neighborhood/City elements
- Maximum flexibility with strong guidelines to ensure imaginative and appropriately-scaled massing of the project study area.
- Acknowledgement and integration of the University Area District Plan recommendations;
- Integrated sustainable development principles and features made visible throughout the area through enhanced streetscape, diverse street-level active uses, and maximum leveraging of transportation infrastructure, etc.;
- Continued enhancement and growth of the urban character in the district
- Planning of the area through comprehensive mixed-use development with a focus on neighborhood revitalization with physical integration of businesses and the University
- Offering a supportive environment for traditional and non-traditional students



## 1.1 PURPOSE OF THE PLAN

This Plan was developed to guide the future development of the project study area (see Figure 1.1). The plan considers the existing conditions of the surrounding neighborhood and greater University District, and carefully outlines a framework that complements and enhances these existing conditions and elements. Specifically the plan acknowledges and outlines the following points.

- The Plan is a continuation of Campus Partners' work to revitalize the High Street commercial corridor. This development is an extension of the projects identified by the planning efforts initiated by Campus Partners.
- The Plan should guide and inform future land use, development and zoning initiatives for both private and public sector leaders and stakeholders.
- Outlines the development capacity of the project study area and provides guidance on how to integrate the development into the existing context
- Provides residential product not available elsewhere in the University District for young professionals. Filling this void in the market would provide high-quality housing for faculty, staff and students near OSU.
- The proposed plan responds to the rental product being developed around the city for young professionals and brings that product to the neighborhood.
- The current site design complements the existing fabric including South Campus Gateway and meets the standards of good urban design along a commercial corridor.
- Supports existing development and would leverage additional private investment closing the gap between the University and the Short North.
- Outlines development principles that support and add to the vitality of South Campus Gateway.

## 1.2 STRUCTURE OF THE PLAN

The Framework Plan includes two major sections, the Existing Conditions and the Urban Framework Plan.

### EXISTING CONDITIONS

This section provides an overview of the existing conditions of the project study area and its relationship to the surrounding neighborhood and the larger University District. The following elements were studied to inform the development of the Urban Framework Plan.

- How the study area relates to the university district
- Neighborhood context and assets
- Existing zoning
- Land Use
- Street framework and connections
- Mobility features and amenities
- Pedestrian facilities and connection
- Existing and planned bicycle facilities
- Transit circulation
- Parking

### URBAN FRAMEWORK PLAN

This section outlines the development principles and plan elements that should be considered when future development occurs in the project study area. The Plan is intended to be a flexible guide that general guides the intent of future development. Specifically it includes the following elements.

- Urban design principles
- Urban design framework plan
- Street framework and connections
- Mobility features and amenities
- Pedestrian facilities and connections
- Planned bicycle facilities
- Transit circulation and Parking
- Wayfinding
- Building Form and Character
- Public spaces



### 1.3 PROJECT STUDY AREA

Located directly south of the recently constructed South Campus Gateway, the project study area bridges the gap between The Ohio State University and the Short North. The project study area totals 7.26 acres and is generally bound by High Street to the west, E. 9th Ave. north, Section Alley east, and Euclid Ave. to the south. This area excludes the parcels highlighted in Figure 1.1.

FIGURE 1.1: STUDY AREA

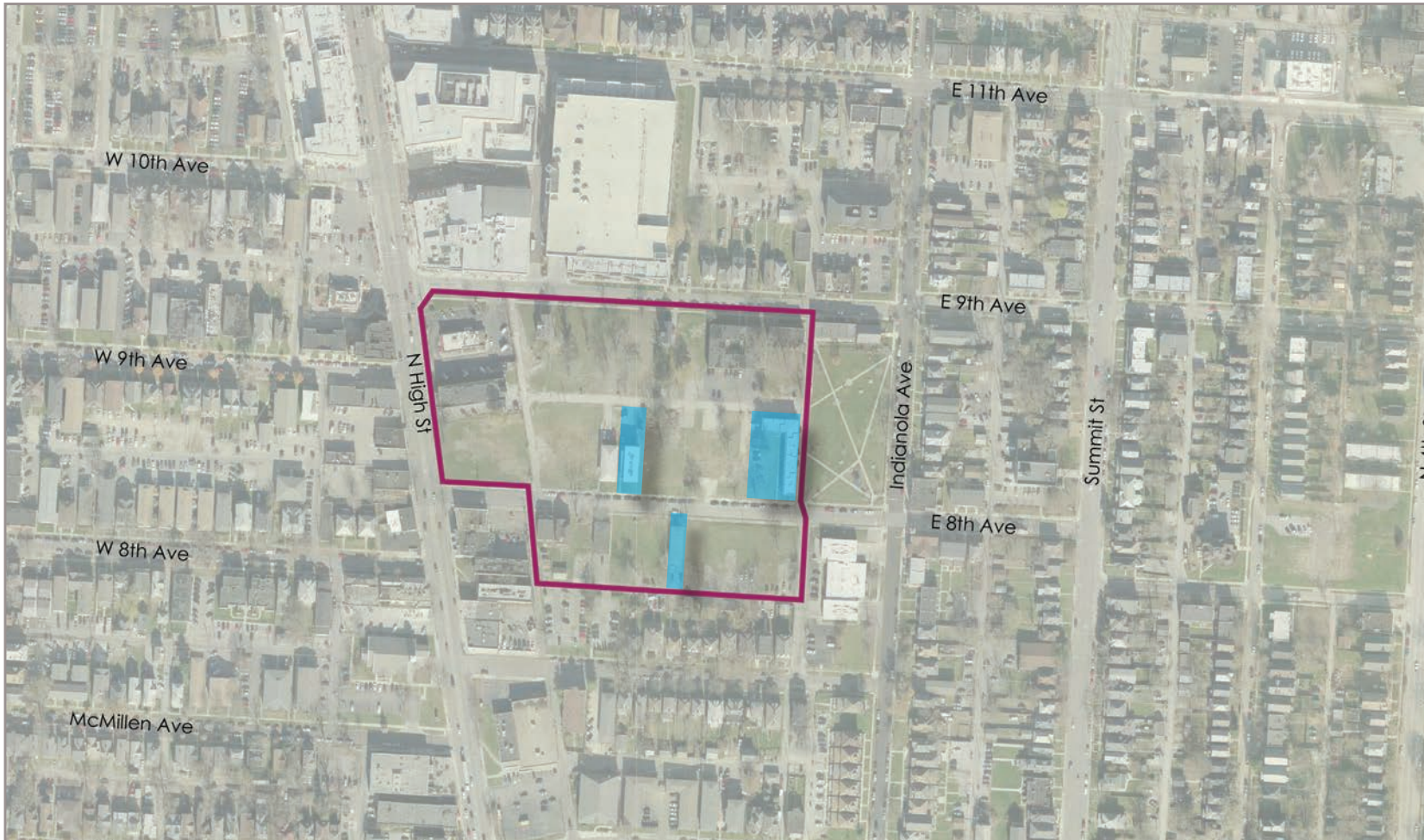






FIGURE 2.1: CONTEXT MAP -



## 02 URBAN DESIGN ANALYSIS - EXISTING CONDITION + CONTEXT

### INTRODUCTION

In looking forward to how to develop the study area, it is critical to assess the existing conditions and context of the site. The Urban Design Analysis clearly outlines the existing area elements including land use, street framework and connections, and mobility features. The purpose of this section is to examine the current area elements and features in and around the study area to inform the development of the Proposed Framework Plan (Section 03). By doing this the Framework Plan includes informed guidelines that respond to and build upon the neighborhood and urban framework.

#### SECTION ELEMENTS

This section includes an in-depth analysis of the existing conditions that shape the study area. The following elements were analyzed and are outlined in the subsections listed below.

- Neighborhood Context
- How the Study Area Relates to the University District
- Existing Assets
- Existing Zoning
- Land Use
- Street Framework and Connections
  - » Pedestrian Facilities and Connections
  - » Existing and Planned Bicycle Facilities
  - » Transit Circulation
  - » Parking



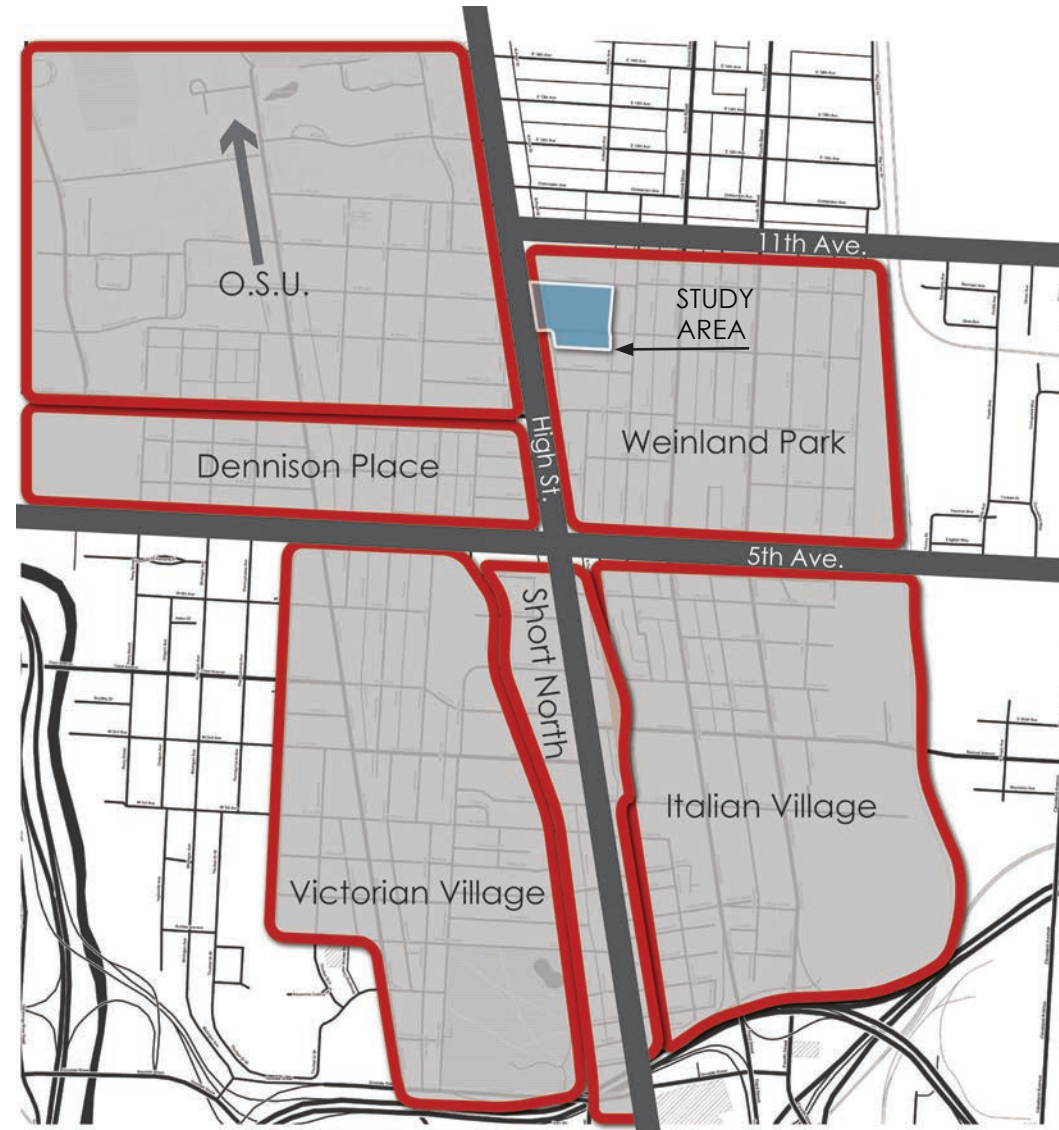
### 2.1 NEIGHBORHOOD CONTEXT

The study area is located between the Ohio State campus to the north and the Short North to the south, offers ample neighborhood amenities. Nearby Weinland Park provides green public space for residents and visitors in the area.

The Short North, three blocks south of the study area, has been one the most popular neighborhood in Columbus for the last decade. It's ever growing arts community continually attracts new businesses and the creative clas. As the neighborhood continues to grow, it's achievements are beginning to spread to the surrounding neighborhoods. As this success keeps spreading, the gap between Ohio State and the Short North begins to shrink and this Plan highlights the redevelopment of one of the last pieces of this gap.

The accomplishments of The Ohio State University and the Short North are known on both a regional and national scale, but it's the recent success and momentum of the Weinland Park neighborhood that makes this area unique. Weinland Park has seen a lot of attention in recent years that has resulted in new investment and, more importantly, community pride. Through the effort of the City as well as The Columbus Foundation, this neighborhood has gone through a process of improving the quality of life, safety, education, and health of the neighborhood.

FIGURE 2.1: CONTEXT MAP





## OHIO STATE UNIVERSITY CAMPUS



## 2.2 HOW THE STUDY AREA RELATES TO THE UNIVERSITY

The Ohio State University, two blocks north of the study area, is constantly ranked in the top three universities in total population, with close to 60,000 students, faculty, and staff. The University is home to some of the most prestigious academic programs in the country as well as one of the highest funded medical research departments in the world. Beyond academics, OSU attracts millions of visitors a year during various sporting events and programs.

The study area's location in relation to The University provides a great opportunity to capture some of the residential market as well as the retail opportunities made available by the growing student population.

### DISTANCE TO AREA AMENITIES

CAMPUS - 0.25 MILES

SHORT NORTH - 0.3 MILES

DOWNTOWN - 1.25 MILES

ARENA DISTRICT - 1.6 MILES

GRANDVIEW - 2 MILES

CLINTONVILLE - 3.5 MILES

EASTON - 6 MILES

## SOUTH CAMPUS GATEWAY



The proximity of the medical campus of the University also provides a unique opportunity to supply housing options for medical students and staff, with a target of young professionals. Located a few blocks west of the site, the medical center includes over 7,000 hospital staff and 1,256 medical staff.

## 02 URBAN DESIGN ANALYSIS - EXISTING CONDITION + CONTEXT

### 2.3 EXISTING ASSETS

Accessibility of products and services is an important element in any development. The site features immediate access to an abundance of neighborhood amenities including The Ohio State University, Columbus Metropolitan Library's Northside Branch, Weinland Park, and an array of retail, entertainment, and dining establishments including the South Campus Gateway.

The close proximity of this site to surrounding amenities make it a viable site for continued development and housing expansion.

SOUTH CAMPUS GATEWAY



NORTHSIDE LIBRARY

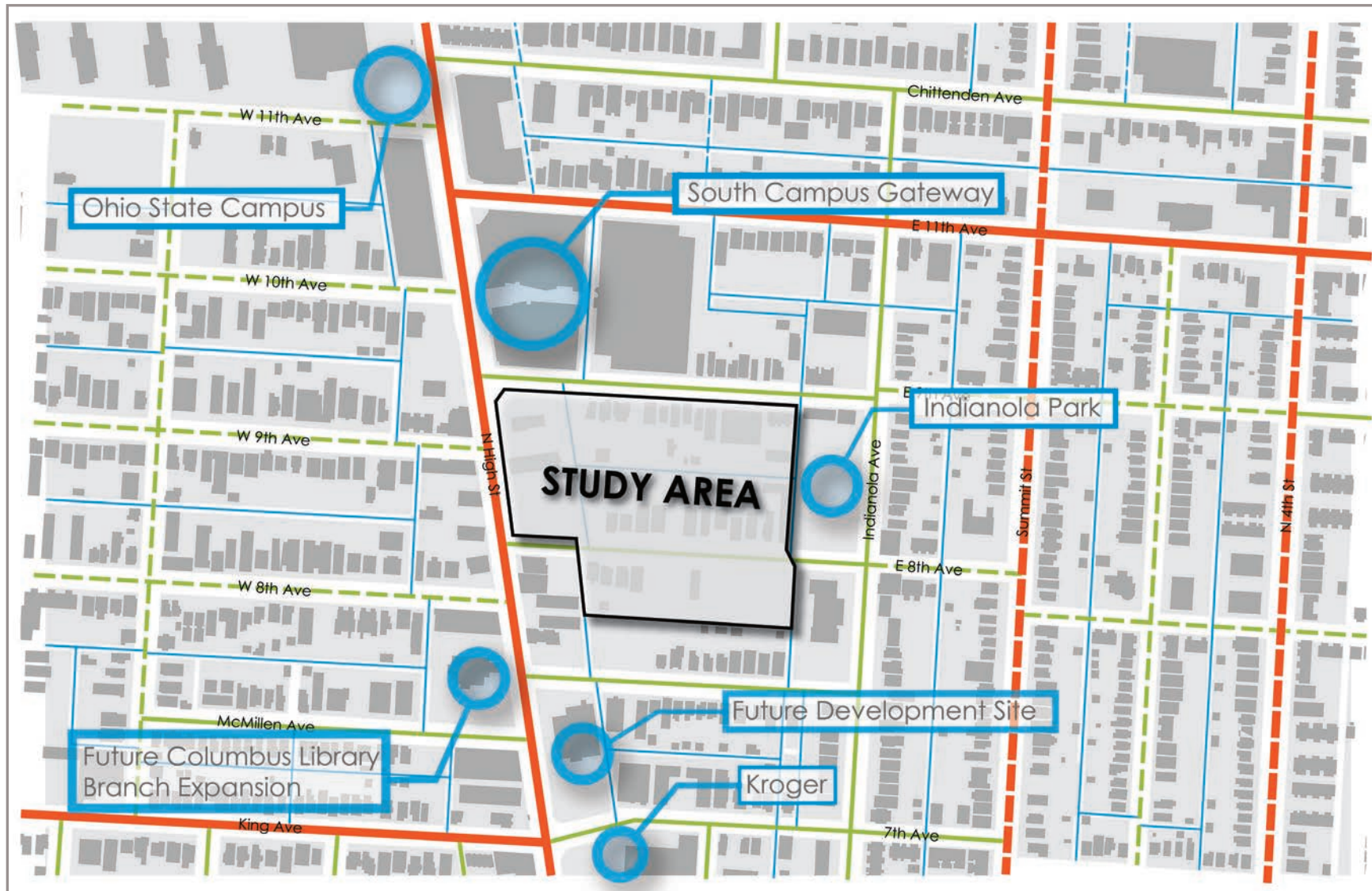


KROGER





FIGURE 2.2: NEIGHBORHOOD AMENITIES



### 2.4 EXISTING ZONING

The study area is currently zoned for a variety of uses including mixed use, office, retail, and residential. Parcels in the study area are all zoned either R-4 residential, ARO multi-family, or C-4 commercial. All of the parcels within the site are zoned H-53, which limits their building height to 35 feet. Below is an overview of each zoning classification on site.

#### **R-4 RESIDENTIAL DISTRICTS**

The R-4 zoning classification allows for housing of many types, including single family and multi-family. It also allows for religious facilities, schools, parks, libraries, and other institutional uses.

#### **AR-O - APARTMENT OFFICE DISTRICTS**

In an AR-O apartment office district, apartment facilities may be provided in a building containing one or more than other uses authorized in such district by this chapter except in a building with an existing garage, stable or carriage house, provided that each apartment shall comply with the Building Code as to a complete apartment.

#### **C-4 - REGIONAL SCALE COMMERCIAL DISTRICT**

This zoning classification allows for a wide range of commercial uses with residential above including retail, office, restaurants, and bars.

### 2.5 LAND USE

The existing mix of land uses in the study area is primarily vacant and multi-family residential that ranges in size and type. The area also features some commercial and civic institutions.

The study area is surrounded by a wide mix of uses including restaurants, retail, and park space. South Campus Gateway, bordering the study area to the north, is a mix of office, retail, bars, and restaurants. The Gateway is also complimented by university-owned student housing.

The land uses in Weinland Park to the east of the site is primarily residential, and includes an elementary school, a large park, and various neighborhood uses. The area directly to the south is a mix of residential and commercial uses including a grocery store and various other amenities.

To the west of the site is a commercial strip that runs along High Street and is backed by off-campus housing units, mostly occupied by students. These residential units are a mix of single family rentals and multi-family rentals. The commercial uses along High Street consist of bars, retail shops, a library, and some vacant structures.



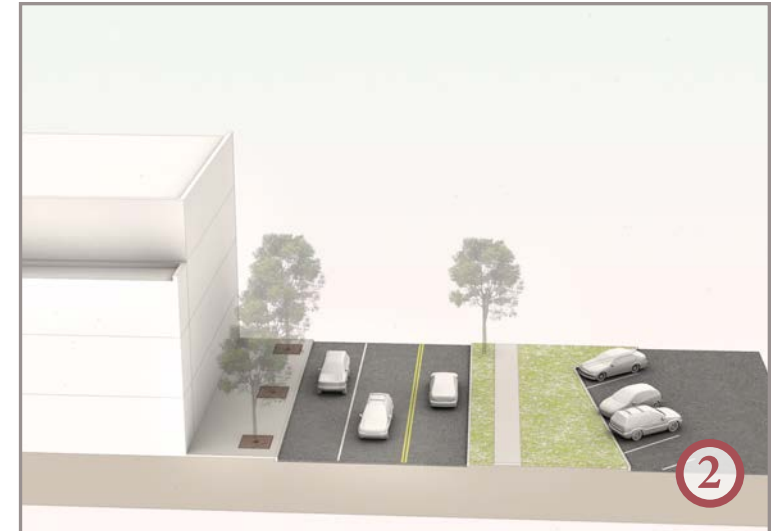
FIGURE 2.3: EXISTING LAND USE



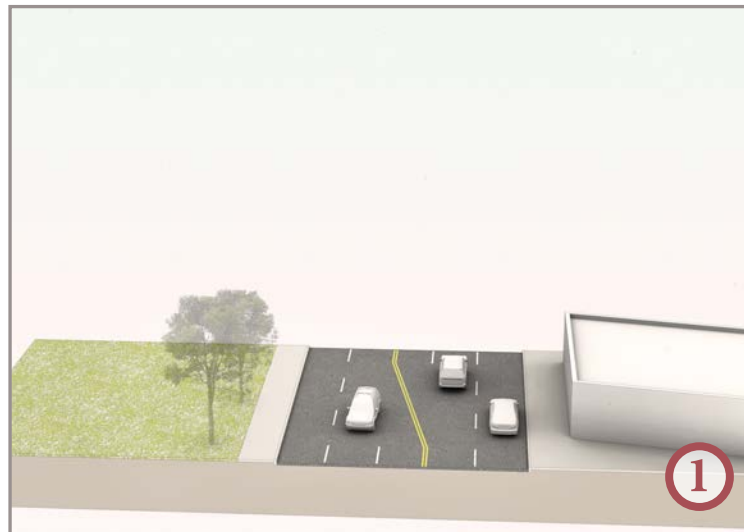
### 2.6 STREET FRAMEWORK & CONNECTIONS

The street circulation pattern in the study area consists of one major north-south arterial to the west (High Street) and is bounded by two main east-west streets (11th Avenue to the north and King Avenue to the south). High Street provides the primary access to The Ohio State University's Campus to the north and the Short North and Downtown Columbus to the south. Additional arteries that carry traffic northbound and southbound from the study area include Summit Street and North 4th Street to the east. Several one-way streets border the study area providing alternative access and routes to local destinations. These smaller, one way streets help reduce through traffic in the study area and adjacent neighborhoods. This traffic pattern is illustrated to the right (Figure 2.4).

SECONDARY STREET SECTION - EXISTING CONDITION



PRIMARY STREET SECTION - EXISTING CONDITION

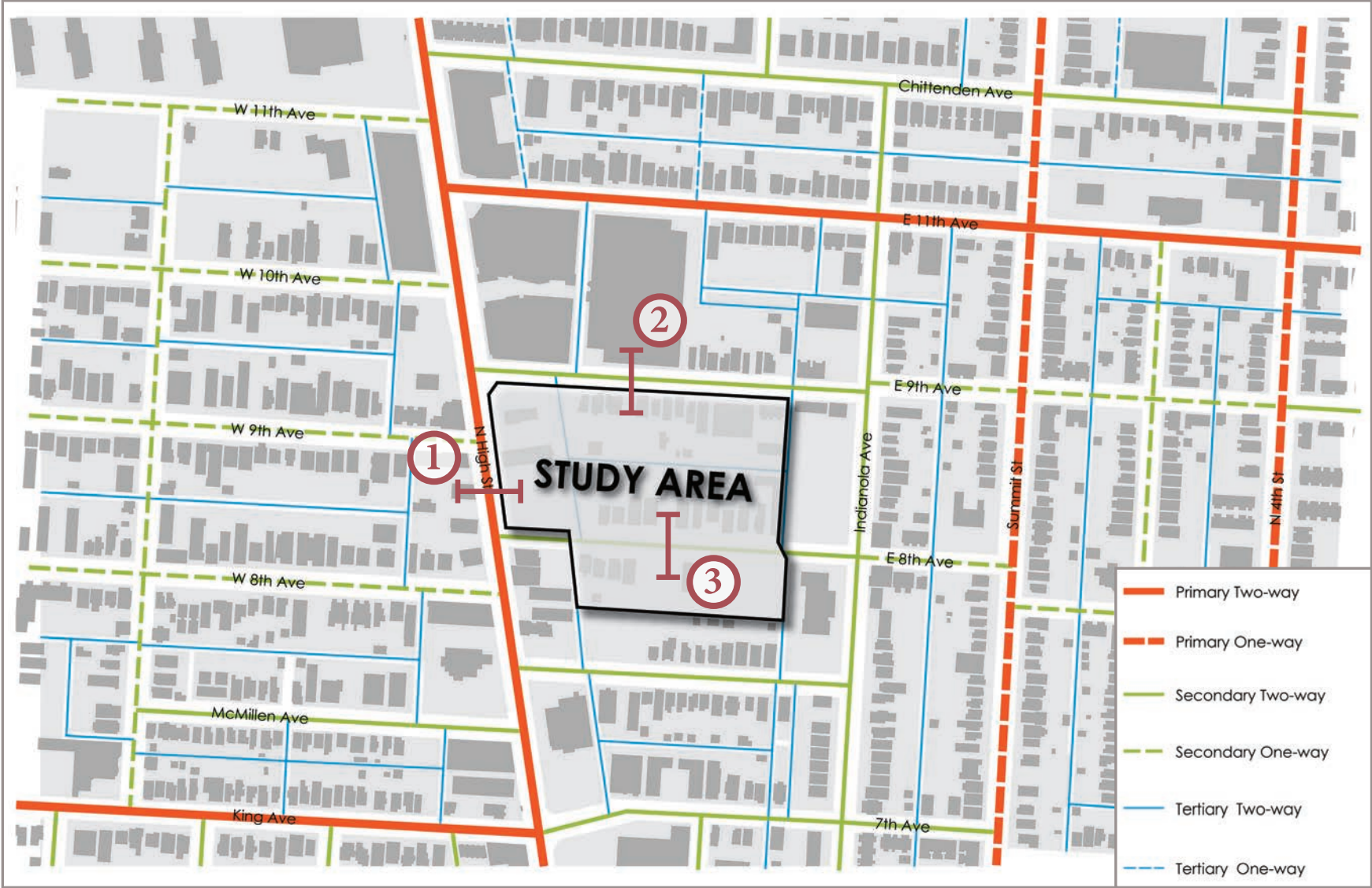


ALLEY STREET SECTION - EXISTING CONDITION





FIGURE 2.4: EXISTING STREET FRAMEWORK AND CONNECTIONS PLAN DIAGRAM



### 2.7 MOBILITY FEATURES AND AMENITIES

Mobility features and amenities in the study area include pedestrian facilities and connections, bicycle facilities, transit circulation, and parking.

#### EXISTING PEDESTRIAN FACILITIES AND CONNECTIONS

There are a number of pedestrian connections in and around the project study area. Of most significance are a variety of signalized crosswalks along High Street which allow for the safe movement of pedestrians to and from Campus. Figure 2.5 illustrates the existing signalized crosswalks and area destinations, and highlights pedestrian patterns with heavy travel. There are currently five crosswalks that bisect High Street between the project study area and Campus.

Adjacent to the site is a non-signalized intersection crosswalk that traverses High Street just south of 8th Avenue. This crossing is marked only by a striped crosswalk and small sign on the road. The arrangement and markings of this intersection cause an unsafe interaction between cars and pedestrians and make for crossing High Street at this area dangerous.

The pedestrian environment of the study area is generally complete as local neighborhood streets offer sidewalks for safe travel. While the network is in tact, much of the existing network is in disrepair and in need of improvement.



*Existing curb ramps offer room for improvements to be ADA compliant.*



*Existing walkways can be improved for ADA accessibility.*



FIGURE 2.5: EXISTING PEDESTRIAN FACILITIES AND CONNECTIONS



### EXISTING AND PLANNED BICYCLE FACILITIES AND CONNECTIONS

Bicycle connections in the study area include primarily on-street bike sharrows. Sharrows are currently located on the major north south arterial (High Street) and several east-west arterials (Chittenden Avenue and King Avenue), as shown in Figure 2.11.

Most cyclist in the area traveling to and from the Ohio State University Campus, the Short North, Downtown Columbus, and various other off-campus student housing areas. Many destinations along these routes supply bike storage facilities in the form of bike racks.

While sharrows are abundant in the area, the need for additional bicycle infrastructure is needed to support the expanding campus population. Current transportation plans as outlined by MORPC include planned bike lanes along many arterials nearby the site, including 11th Ave., Summit St., and 4th St. Figure 2.6 displays the locations of the proposed bike lanes.



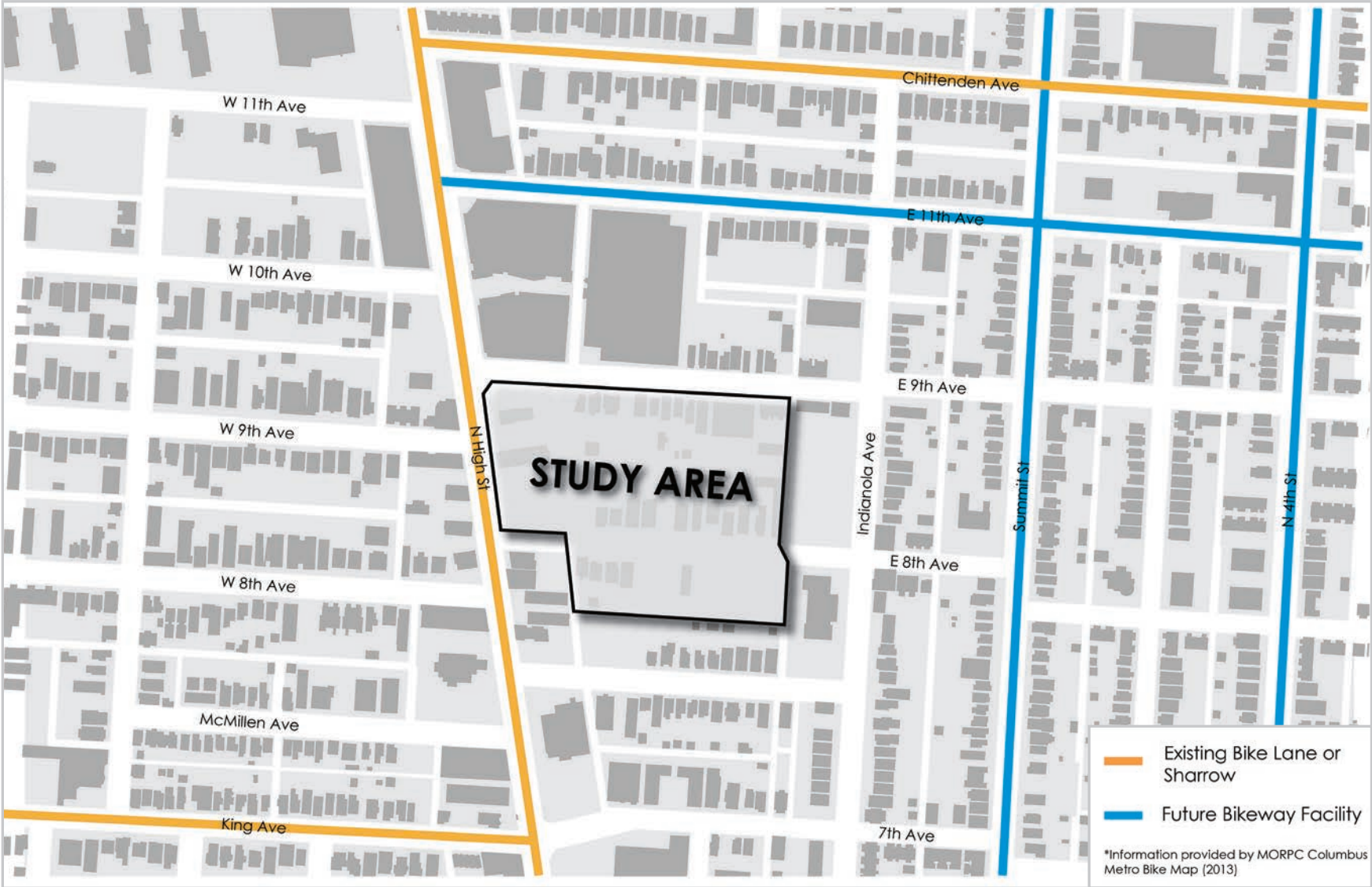
*Establishments along High Street offer ample bicycle parking.*



*Cyclists utilize bike lanes for travel in and around the study area.*



FIGURE 2.6: EXISTING AND PLANNED BICYCLE FACILITIES



## 02 URBAN DESIGN ANALYSIS - EXISTING CONDITION + CONTEXT

### EXISTING TRANSIT

Local and regional transit options are available near the study area and provide convenient travel options to and from the area. The area currently has immediate access to Central Ohio Transit Authority (COTA) Local Bus Lines 2, 8, and 21 and nearby access to COTA's Crosstown Bus Line 82 and Express Bus Lines 31 and 52 as well as OSU Campus Area Bus Service (CABS) East Residential (ER) Line.

These transit options provide convenient travel to local and regional amenities. Figure 2.7 displays the existing bus stops and transit circulation of both City and University transit options in and around the study area. Because of the free COTA ridership included in Ohio State's tuition, locations of COTA routes is an important feature of the site.

COTA also has a newly introduced free Downtown Circulator, C-Bus, that connects five blocks south of the site at 3rd Avenue and circles around through Downtown.



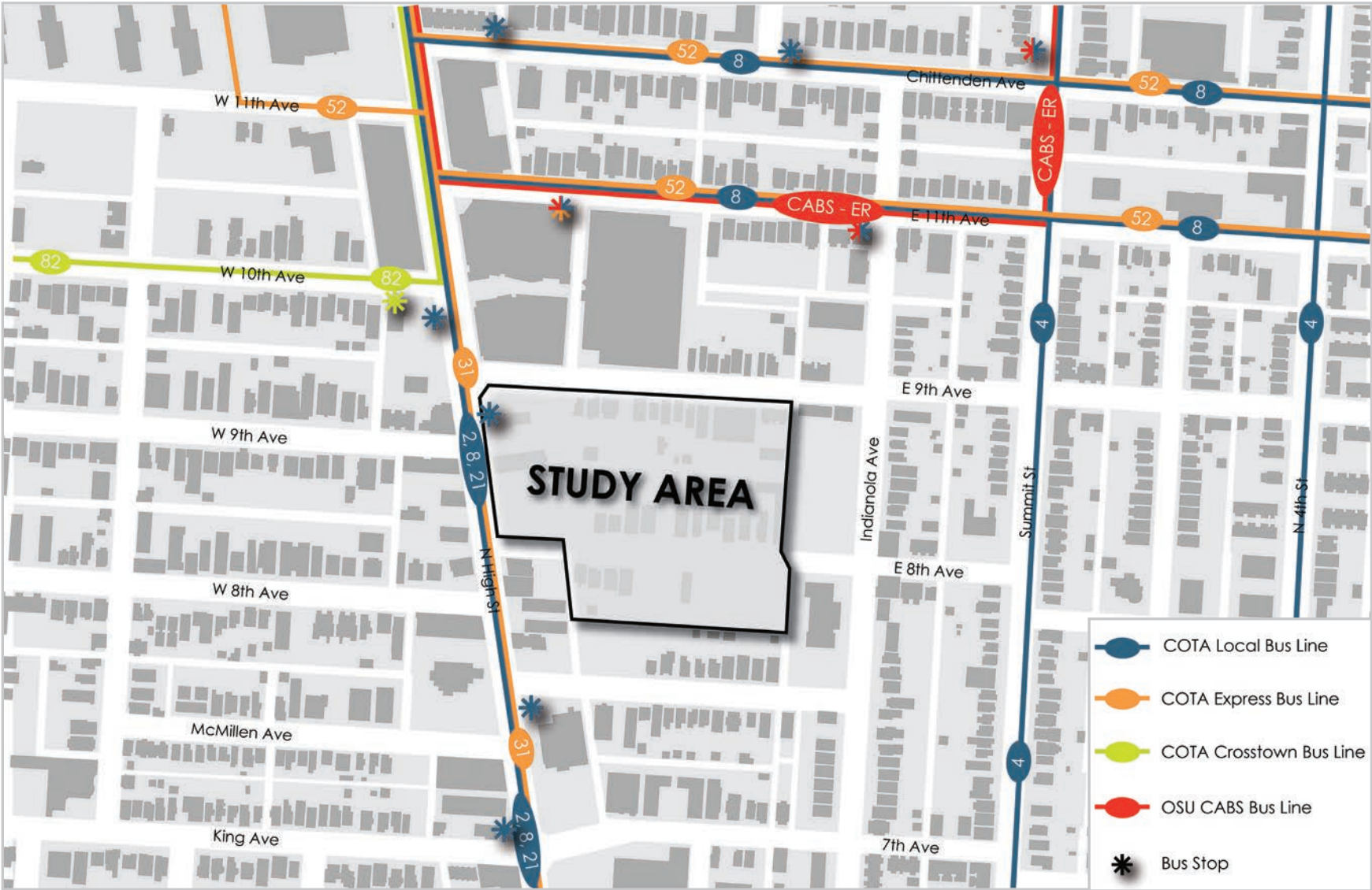
*Existing bus stop just north of the study area, on 11th Avenue.*



*COTA stops along High Street south of the site near the new Kroger.*



FIGURE 2.7: EXISTING TRANSIT CIRCULATION



## 02 URBAN DESIGN ANALYSIS - EXISTING CONDITION + CONTEXT

### PARKING

Existing parking in and around the study area consists of on-street parking, private surface parking, and OSU visitor parking. Private surface parking lots are clustered around the study area. Neighborhood streets offer on-street parking, however much of this parking is restricted permit parking and requires the purchase of City permits. In areas where on-street parking is not restricted there are metered spaces available for visitors and residents.

OSU Visitor Parking is available on campus nearby the project study area. Additional visitor and neighborhood parking is available via an existing public parking garage located behind the South Campus Gateway. This garage offers hourly parking for visitors and guests. Figure 2.8 showcases the existing parking available in and around the study area.



*Existing parking meters along 8th Avenue.*



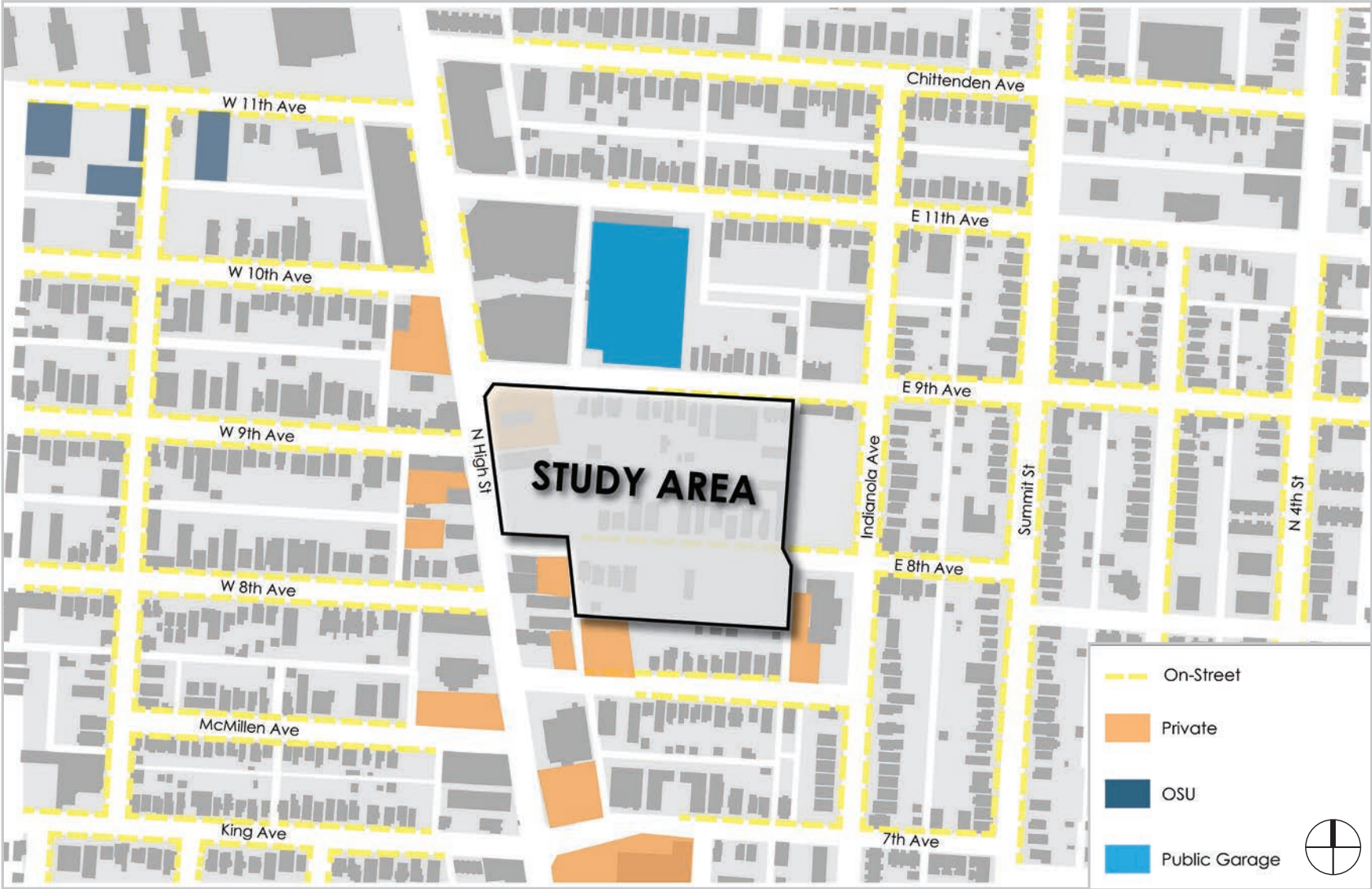
*South Campus Garage from 11th Avenue.*



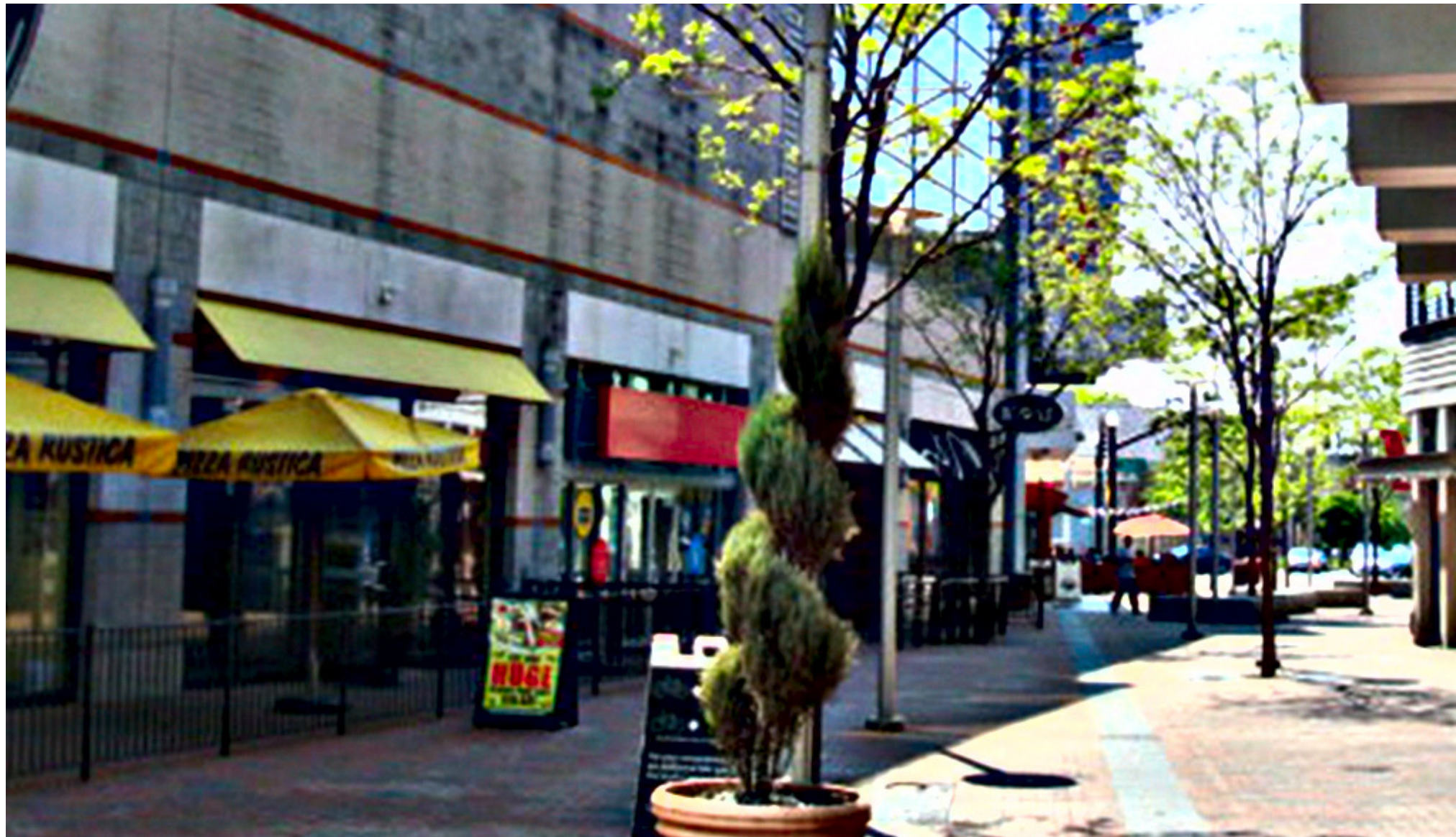
*View of South Campus Garage from E. 9th Avenue.*



FIGURE 2.8: EXISTING PARKING









### 03 URBAN DESIGN FRAMEWORK PLAN

## INTRODUCTION

This Plan establishes a physical framework for growth, rooted in a commitment to supporting the careful planning of the University District, and supporting the growth and development The Ohio State University and the Weinland Park neighborhood.

The Framework Plan outlines a flexible approach to future development, expanding the University District to accommodate new mixed-use and residential growth, developing connections between the High Street corridor, the University District and surrounding neighborhoods. In short the Plan outlines a framework for a future development plan in the area that creates new opportunities to live, work, play and learn in a dynamic and expanding area.

At the core of the Plan are a series of principles that promote active streets, opportunities in the public realm to generate activity centers for gathering and socialization, and continuing to expand the built environment in a coordinated manner that complements the massing in the area and promotes high-quality architecture that continues to define this area of the University District. Through these and other principles the Plan blends public and private uses, transparency on the street level, integrated indoor and outdoor spaces and exemplary mixed-use development that defines the public realm and expresses innovation and embodies the spirit of the University District.

The Plan is defined by a set of six development principles. These principles express the desired outcome of future development in simple terms. The principles informed the development of the concept concepts and guidelines.



### 3.1 PRINCIPLES

The revitalization of the South Campus Gateway District has been successful in large part due to the initiative of the Ohio State University and the City of Columbus, combined with the commitment of civic and business leaders to create a redevelopment strategy that would enhance the University District and surrounding neighborhoods while ensuring the High Street corridor remains economically competitive in the regional marketplace. This has included both broad policy decisions and an intense focus on the physical design and quality of individual projects that have been developed.

The design principles developed for this Plan build on the principles of the South Campus Gateway Plan, and integrate the goals and principles of other important University and City plans and studies. These principles were used to guide the development of the concepts and guidelines outlined in the Framework Plan.



#### **1. PROMOTE ACTIVE USES ON THE LOWER FLOORS OF PRIMARY STREETS**

The first and second floors of most structures, including parking structures, should have a mix of commercial, office, and residential uses. They should include a number of doors for people to enter the street space and many windows to provide a sense of security by indicating the presence of people looking out on the street.



#### **2. CONTINUE TO BUILD ON A RANGE OF ACTIVITIES AND USES**

Over time there has been an organic and coordinated strategy to attract a wide range of uses that contribute to the dynamic activity on High Street. Through the past decade there has been new offices, shops, restaurants, entertainment venues, civic buildings, institutional uses, and a major grocery store developed in the area.





### **3. INTEGRATE RESIDENTIAL INTO THE UNIVERSITY DISTRICT, WEINLAND PARK NEIGHBORHOOD, AND HIGH STREET FABRIC**

As outlined in a number of City plans and documents (University Neighborhood Plan, Weinland Park Neighborhood Plan), a variety of residential uses and densities have been proposed in this area. At the foundation of these proposal stems and underlying them, residential was and continues to be an essential ingredient in creating a sustainable, safe, and accessible framework for the area.



### **4. CREATE A CONTINUOUS SYSTEM OF PEDESTRIAN ORIENTED ENVIRONMENTS**

Creating both physical and social connections is important when master planning a site within an existing neighborhood and district. This principle is about enhancing existing connections, and creating new ones that connect individual projects and areas with existing strengths to create a continuous district environment. This requires careful attention to how the site relate to the streets and public spaces, as well as the coordinated design of future public spaces.



### **5. PROMOTE A QUALITY ARCHITECTURAL CHARACTER WITH BUILDINGS AND FEATURES SCALED TO THE PEDESTRIAN**

One common characteristic of the District is the acknowledgement of the public realm along the street. The building orientation of the building should be one of the core design principles for this area. Pocket parks, plazas, stoops, and views from the building to the street should be considered as part of the architectural character of the District.



### **6. COORDINATION AMONG ARCHITECTURAL VOCABULARIES**

Future development in this area should incorporate quality building forms and materials that are lasting. It is recognized that the architectural character of the existing area is eclectic and ever transforming. Due to the varying architectural styles in the District is important any development in this area is complementary, but not necessarily repetitive of particular style.

### 3.2 URBAN DESIGN CONCEPT

The Framework Plan outlines a plan to guide the future of the built environment in the project study area. S

Working at the scale of the street, the block, and the building, the Framework Plan provides a tool box for the physical transformation of the area into a dynamic area along the High Street corridor. In the concepts and guidelines presented in this Plan land uses are layered, campus and city activities mingle, public spaces flow through buildings, and the areas image is transformed into a healthy neighborhood area. The public realm foster places for gathering and the exchange of ideas, and new development provides opportunities for public and private partnerships to guide new economic growth.

#### LAND USE

The Framework Plan establishes multiple land use layers that collectively make up the Plan. Holistically the plan blends public and private uses; transparency through the project via carefully integrated indoor and outdoor spaces and access drives; and consideration for connecting the larger mix of uses to neighborhood and greater transportation network. At the core of the land use mix is the careful consideration for how the new development is integrated and complements surrounding land uses in terms of the type of uses and the scale of the proposed development, with the goal of elevating the quality of the built environment at the neighborhood and District level (see Figure 3.1).



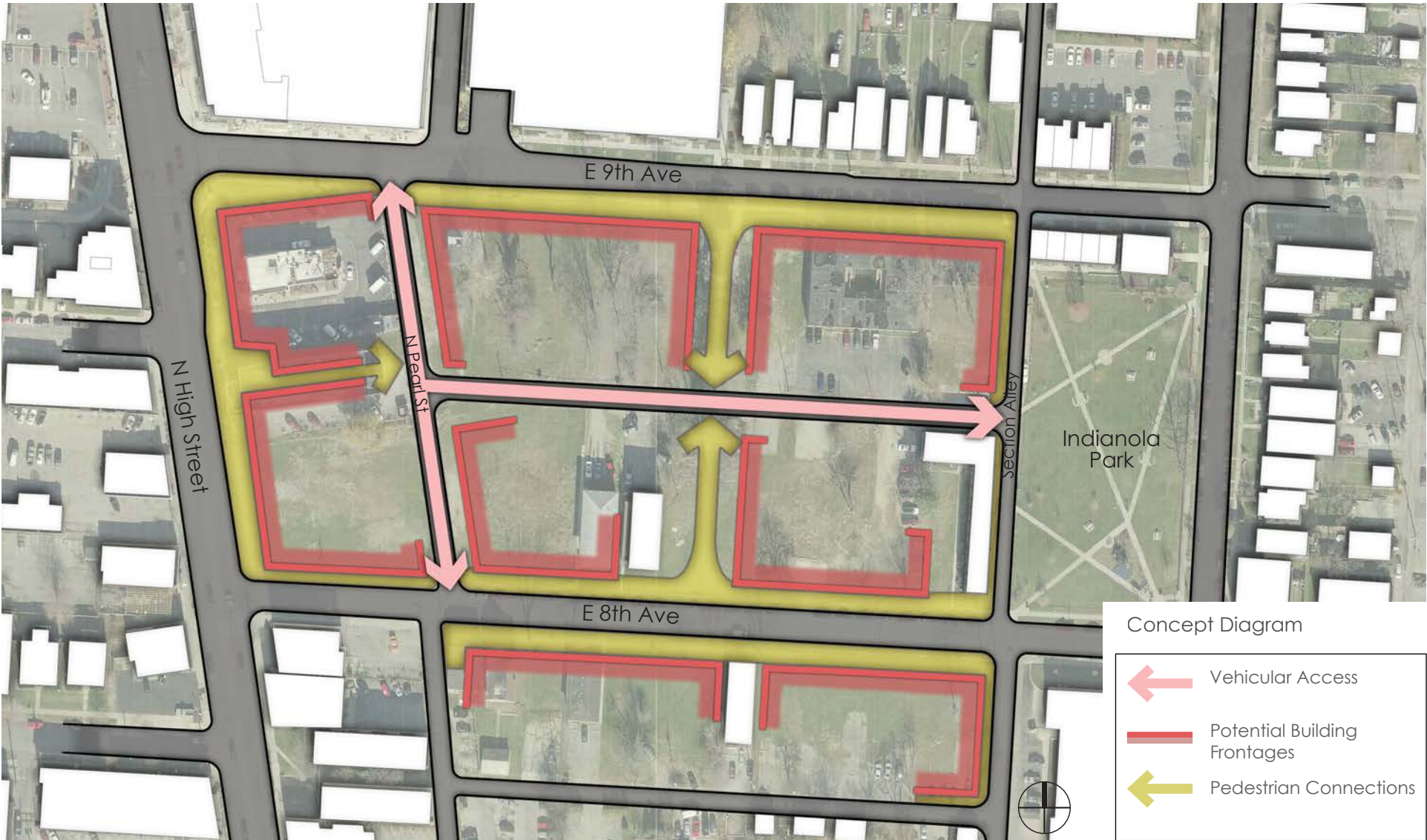
*An example of urban housing that integrates high-quality architecture.*



*An example of mixed-use development in an urban setting.*



FIGURE 3.1:CONCEPT PLAN



### 3.3 PEDESTRIAN MOBILITY

Pedestrian mobility is an important element of the Framework Plan. As part of future development in the area pedestrian connections to the internal and external nodes/destinations should be integrated into the framework of the development. These connections should complement the overall image and brand of the district and integrate public spaces and wayfinding signage (see Figure 3.2).

#### *Pedestrian Facilities and Connections*

These connections may be on-street sidewalks and paths, alleyways, or internal pathways.

#### *Planned Bicycle Facilities*

Bicycle facilities should be integrated and planned for both on primary and secondary streets, as well as internal areas within the development.

#### *Transit Circulation*

Transit stops and wayfinding to the existing transit network should be considered as the area is developed.



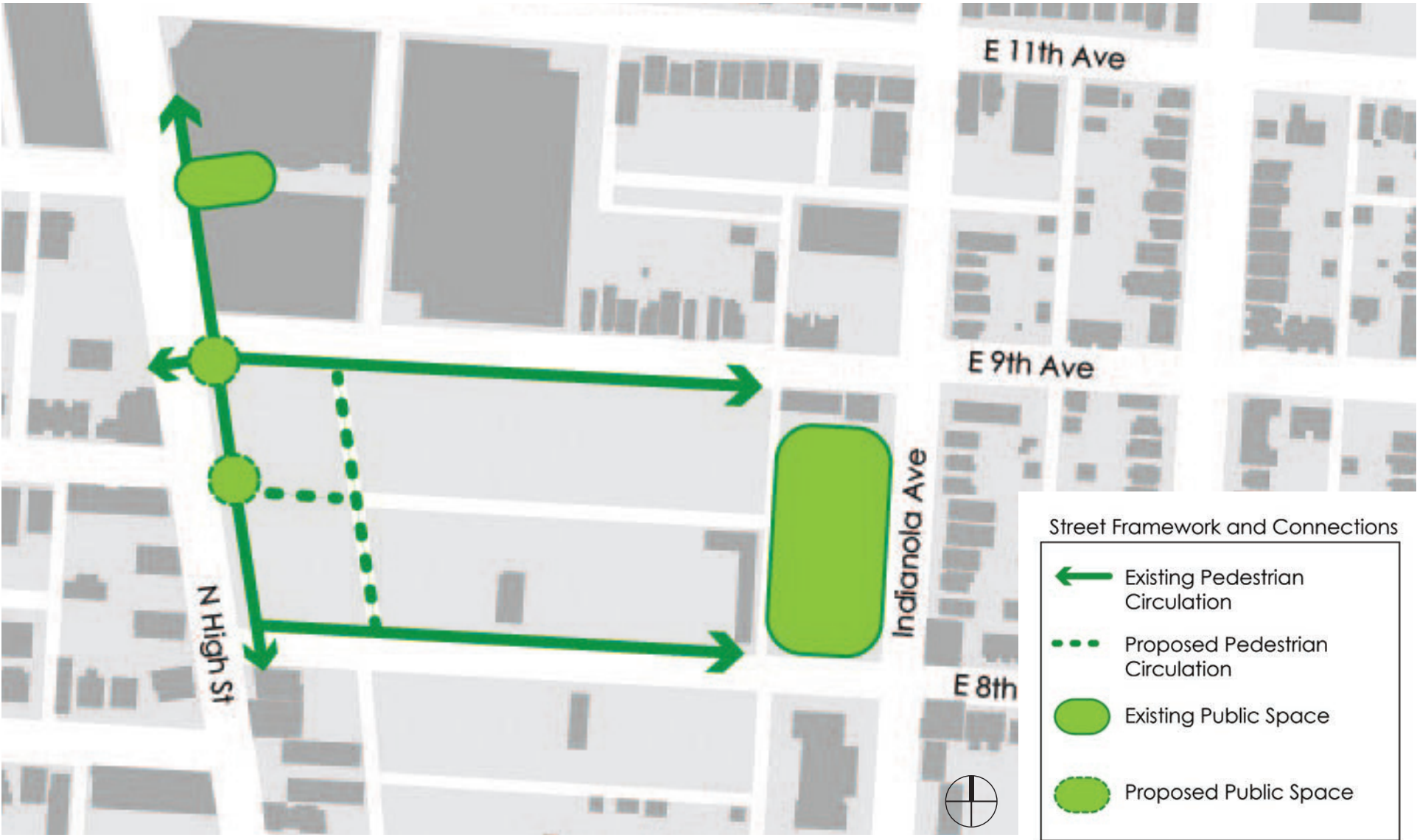
*This corridor example unites pedestrian travel with public spaces.*



*An example of a space that considers multiple modes of transportation.*



FIGURE 3.2: CONCEPTUAL PEDESTRIAN AND PUBLIC SPACE CONNECTIONS



### 3.4 PUBLIC REALM

The public realm should be considered a high priority as part of the development in the project study area. With close proximity to both the University and the Short North, this area is at the crossroads of two creative and social nodes. This lends an opportunity to create a dynamic development that embraces creativity and the exchange of ideas. The public realm should be carefully planned in the area and take a variety of forms. This includes active plazas and streetscape amenities along the High Street corridor, large social gathering areas internal to the development, and small quiet spaces that serve as areas to rest and reflect. These areas should be carefully sited to complement the overall design of the project and be connected via a vehicular and pedestrian network (see Figures 3.2 and 3.3).



*A corridor example showing pedestrian amenities that boost activity.*



*This example includes amenities to provide comfort and socialization.*



*An example of an active public realm.*



## SHARED STREETS

The development area should accommodate a variety of mobility options. One important element that will add to the diversity of mobility options in the area are shared streets.

Specifically Pearl Alley should be planned and enhanced as a shared street. This alley should be planned and programmed to accommodate a multiple users including pedestrians, cyclist, and motorists in a safe and balanced environment. The alley should also include features and spaces that support a variety of special events and activities that contribute to the vibrancy of the development area and surrounding district.



*An example of a streetscape that provides pedestrian and auto access.*



*The sidewalk and street are level to allow for varying transit modes.*



*Pedestrian amenities create a unique distinction from auto traffic.*

### STREETS AND STREETScape

The street network and streetscape should be a defining element of future development in the area. The street network should provide multiple points of cross access through the site to create a system that complements the surrounding street network. The streetscape should be enhanced as part of future development in the area. These cross sections illustrate an ideal relationship of the buildings to each other and to the scale of the street. The sidewalk includes tree planting areas and extends to the building facade. Sidewalks should be improved and expanded in width as appropriate to support an increased level of pedestrian travel in the area. To avoid conflicts service area and parking areas should not generally be accessed from the commercial street, but provided from a service alley or side street. This will limit any interruption to the frontage and pedestrian walkways.





FIGURE 3.3: STREET FRAMEWORK AND STREETScape CONCEPTS



### 3.5 PARKING

Parking in the project study should take on many forms to accommodate a variety of residents and visitors. This should include internal structured parking in the form of parking decks, parking garages, and plinth parking. In addition, on-street parking should complement structured parking and act as a barrier between vehicular traffic and pedestrians. Parking areas should be carefully screened and integrated into the overall development plan so as not to create these site features as a dominant element in the overall development. Pedestrian access both internal and external to these areas should be considered to promote and complement other pedestrian amenities in the area.



*An example of housing that incorporates parking in a tasteful manner.*



*Parking example screened by landscaping and architectural features.*



*An example of a parking garage that was landscaped to add appeal.*



### 3.8 SIGNAGE

Signage is an important element that will shape the character of the development area and surrounding district. Signage in this area should be unique and eclectic and complement signage in the South Campus Gateway.

A diversity of signs types should be considered that create a unique and dynamic environment, and help to create a visual transition from the University District to the Short North.

No one sign type should be preferred over another. The primary consideration when new signage is proposed and considered by the City and area boards and commissions should be how the signage adds visual interest to the public realm, and defines the image and brand of the area.



*A variety of signage along a street creates a vibrant, urban transition.*



*Unique signage can establish destinations and support a city's identity.*



*An example of signage that incorporates color and structural design.*

### 3.9 BUILDING FORM AND CHARACTER

#### MIXED USE - COMMERCIAL

Buildings fronting High Street should include commercial on the ground floor and a mixture of uses, including residential, on the floors above. Building mass, form and articulation should be scaled to the pedestrian and should complement the surrounding context of Campus and the Short North. The facade should employ a change of plane, material, architectural style, window pattern or height at intervals of 45 to 100 feet to maintain the rhythm of traditional development. Ground floor facades should include large areas of window glazing and allow views to the spaces within to promote pedestrian activity and enhance the public realm at street level.



*An example of a mixed-use development with distinct architecture.*



*An example of commercial development with housing above.*



*This example presents a variety of structural shapes and materials.*



## RESIDENTIAL

The buildings along 8th and 9th Avenues are mixed use residential structures that should include structured parking to serve residents. Parking can be a centralized parking structure or a “podium” style located on the ground floor and incorporated into the overall design of the building.

The scale of the residential buildings should be four to five stories. Ground floor uses may consist of office spaces, common lobby spaces, windows, or residential entrances. Residential facades should consist of appropriate articulation and architectural style to promote pedestrian activity with pedestrian-scaled glazing and openings.



*This residential development provides pedestrian-friendly amenities.*



*An example of a structure that places housing over podium parking.*

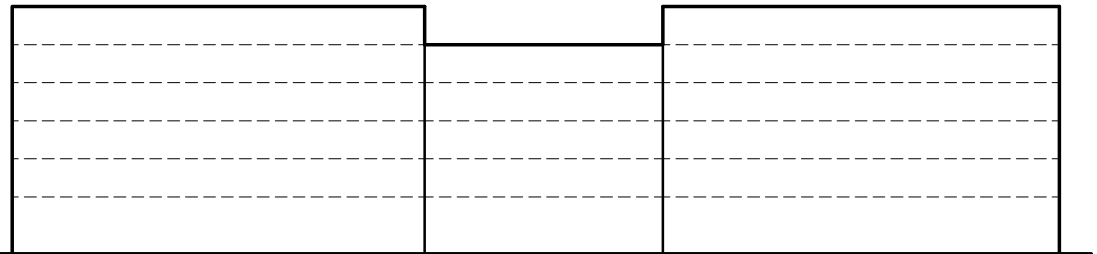


*An example mixed-use residential development with urban presence.*

### 3.10 BUILDING FORM AND CHARACTER

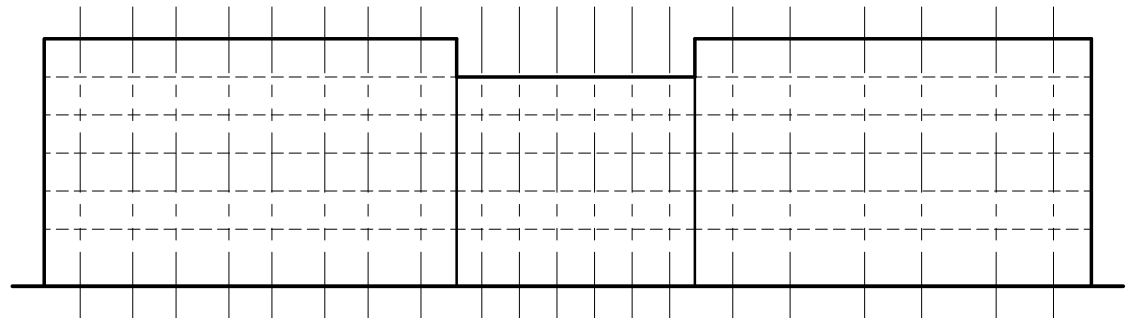
#### BASIC STRUCTURE AND ARTICULATION

The following steps are a guide for the development of buildings and facades that are intended to create a pedestrian friendly environment, while maintaining the urban fabric present in and around High Street. Development can take many shapes and forms, and the intent is to show an example of how building planes, mass, heights, and openings can all work to create a visually interesting and engaging building.



#### STEP 1: MASSING / HEIGHT

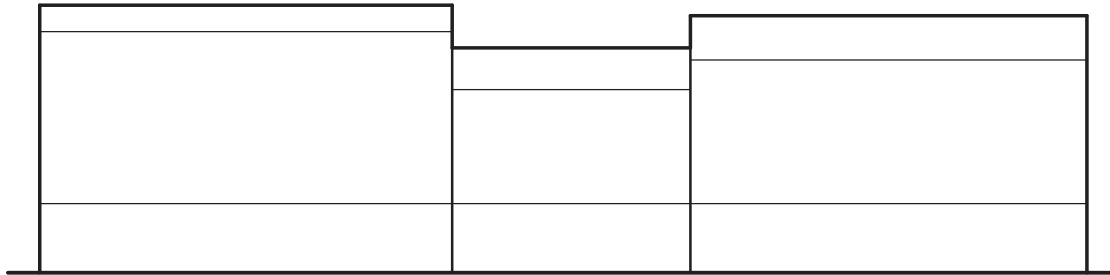
Buildings along High street should be at least 5 to 6 floors in height, while buildings fronting 8th and 9th avenues should be from 4 to 5 stories. Large expanses of façade should be avoided. Façades can be broken up by changes in plane, architectural character, materials, and height.



#### STEP 2: VERTICAL ARTICULATION

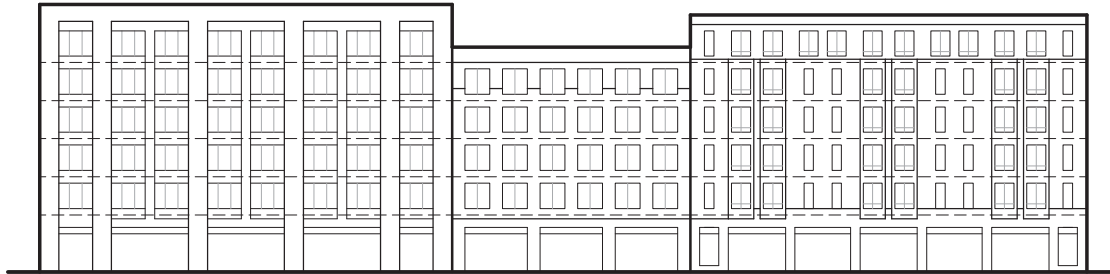
The building façade should be subdivided into vertical strips to create a pattern and rhythm along High Street. These do not necessarily need to be consistent from building to building.





### STEP 3: HORIZONTAL ARTICULATION

Buildings should be composed with a base, middle, and a top. Changes in plane, materials and styles will all work to distinguish between these horizontal elements.



### STEP 4: WINDOWS AND ENTRANCES

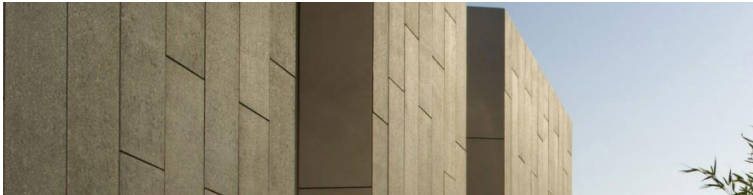
Ground floor spaces should have commercial storefront entrances with large amounts of glazing. Window openings should fit into the overall pattern of the horizontal and vertical articulation.

### MATERIALS

Architectural cladding should be composed of brick, engineered stone, natural finished stone, stucco, EIFS and metal.



*Brick*



*Natural finished or engineered stone*



*Stucco or EIFS*



*Metal*

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